

## REMARKS

The Examiner previously rejected all claims in light of (at least) the Uranaka reference.

The Applicant previously argued Uranaka (alone or in combination with other references) failed to disclose (1) a disc identifier and (2) allocating points to a point account. The Applicant's representative and the Examiner discussed the same in a September 26, 2006 interview and in arguments after final submitted September 28, 2006. The Examiner maintained those rejections in the aforementioned advisory action.

The Applicant believes the present amendments overcome any outstanding rejections with respect to Uranaka. With respect to a disc identifier, the Applicant notes that Uranaka does not disclose the presently claimed disc identifier that is "unique to and identifying the disc storage medium." Merely identifying the nature of a disc (e.g., a DVD or CD) as the Examiner argues in the Advisory Action does not evidence an identifier unique to and identifying the disc.

The Applicant traverses the Examiner's arguments concerning assigning points as presented in the Advisory Action. Deducting from an available balance of play or available time (as disclosed by Uranaka) does not constitute assigning points.

Notwithstanding, the Applicant has amended the independent claim to further distinguish this aspect of the presently claimed invention. Uranaka (alone or in combination with any other reference of record) does not disclose awarding points. "wherein the points . . . are a reward for the disc storage medium having been shared with other users."

The Applicant has also amended the user console element to reflect its transmission of a set identification over a network. This claimed aspect is also absent from Uranaka.

## CONCLUSION

Uranaka—generally—is not concerned with “a system for assigning reward points” as is presently claimed. Uranaka instead concerns access to software applications.

Uranaka (alone or in combination) does not disclose a user console configured to transmit a set identification to a host server, wherein the set identification may represent console or user identification.

Uranaka (alone or in combination) does not disclose disc identification unique to and identifying the disc storage medium.

Uranaka (alone or in combination) does not disclose a host server configured to assign points to a point account where the points are a reward for the disc storage medium having been shared with other users.

As Uranaka (alone or in combination) does not disclose each and every limitation of independent claim 1, the present application is allowable over the cited art of record. Further, as a dependent claim incorporates all limitations of the claim from which it depends, all dependent claims are likewise allowable.

Respectfully submitted,  
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